

# aruba holiday!

FREE guide to vacation fun and the best buys....

EDITOR: MILDRED KOIJ — PUBLISHER: HELEN DOVALE — TEL: 3227 — P.O. BOX 378 — VOL. I—No. 26 — WK. JUNE 23 '66

## shopper's tour

Let us start our walking and shopping tour at the head of Nassaustraat at LEO BERLINSKI, jeweler, featuring platinum and 18 kt. gold jewelry set with precious and semi-precious stones, cultured pearls, the world famous Girard Perregaux and other well known Swiss made watches. They carry sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden and England, figurines, teakwood articles, petit point and beaded bags. There are gifts galore in every price range just waiting for you, so browse to your heart's content.

Right next door is the wonderland of the airconditioned PEASANT SHOP, with handicrafts from 52 countries! Madeira linens, handcarved wooden figurines, masks and lamps. Cashmere sweaters from Pringle, Lyle & Scott and Cox Moore; also beaded sweaters. Meerschaum, Dunhill, Comoy pipes. Folklore art and souvenirs from Asia, Africa, Latin America and Europe. Gold and silver jewelry and charms, crystal, Copenhagen and Bavaria porcelain. You'll like PEASANT SHOP'S excellent service!

Across the street we find one of Aruba's oldest, yet most modern and up-to-date stores, ARUBA TRADING COMPANY, affiliated with the Yellow House in Curaçao. Here, all under the same roof, you will find a fabulous collection of perfumes, cosmetics, cashmeres, Danish pipes, D'Avenza sportcoats, French and Italian ties, and gift articles sure to please young or old. Liquor and cigarettes in bond are delivered free of charge to your ship or plane. Still under the same roof, their airconditioned PHOTO EL GLOBO carries one of the Caribbean's largest selections of photographic and electronic equipment. A most courteous and friendly welcome awaits you at the ARUBA TRADING COMPANY.

At No. 22 is BOTICA DEL PUEBLO. If you're running low on suntan lotion, hairspray, toothpaste, cosmetics, and other toilet articles, take a few minutes at this drugstore. They also carry perfumes and colognes, as well as the delicious Verkade and Cadbury chocolates, and Dutch "zoute drop" (licorice). If you want to replenish your vitamin supply, or want a prescription filled, their reliable "apotheker" (pharmacist) will be glad to be of assistance.

We now walk on to the corner of the block, where we find the stairs that lead to EVA BOUTIQUE, house of custom made designs as well as ready made clothing for Milady. Original designs are created from a wide selection of European fabrics, most carefully fitted to the customer. Imports from Italy, France, and Switzerland can be easily altered if need be. Sportswear and costume jewelry round out their attractive line of merchandise. Drop in at EVA BOUTIQUE where you can have a shift made in a few hours, and most designs in 24 hours.

Crossing the street again the carillon and the lovely showcase displays identify SPRITZER AND FUHRMANN'S wellknown Aruba store. They will be pleased to show you their unique collection of diamond and gold jewelry, mostly exclusive pieces from the Continent. Fine watches such as Patek Philippe and Piaget and a wide range of Swiss novelty watches, all advantageously priced. There are clocks, evening bags, objets d'art, crystal, sterling and bone china from the most famous European houses, much more than we can mention.... plus their very special brand of personalized service. Your guarantees are honored at their New York store, 5 East 57th Street and you are "bonbini" at their lovely stores in Bonaire, Curaçao, and St. Maarten.

Once more we zigzag across Nassaustraat, till we come to LA  
Cont. page 4



Aruba's store-lined Nassaustraat

Photo: Retina Studio.

## SHOPPING BARGAINS GALORE IN ARUBA

Shopping in strange lands has a universal appeal, but it can be a bewildering experience for the uninitiated American traveler. The United States is the only country in the world that gives its citizens traveling abroad the privilege of bringing back \$100.— worth of merchandise duty free. Aruba is a shopper's paradise where careful shoppers can S-T-R-E-T-C-H their \$100 in buying merchandise from every corner of the world. The Aruba merchants are experts who know the answer when comparing size ranges and they will know off-hand what foreign size is equivalent to your size at home. Here are the world's luxury goods in unmatched profusion: wearing apparel of all kinds, exotic French perfumes, jewelry, Swiss watches, Japanese and German cameras and electronic equipment, wines, liquors, even furniture — and at irresistible prices.

The shopkeepers advertising in „ARUBA HOLIDAY” will gladly assist you with additional information on popular items and their applicable duty rates. There are some gimmicks that you can work to your own advantage. See our article "The Scoop on U.S. Customs Regulations" (Public Law No. 89-67) on page 2. Have fun shopping while enjoying your Aruba Holiday.

## ARUBA AND THE UNITED STATES BALANCE OF PAYMENT DEFICIT

Shopping in Aruba and the rest of the Netherlands Antilles does not necessarily contribute to the U.S. balance of payment deficit! Dollars spent on your Aruba Holiday will not only bring you sun, fun, and shopping bargains, but they will find their way back to the U.S. as well.

Last year the Netherlands Antilles imported from the USA 80 million dollars worth of foodstuffs, clothing, automobiles, building materials, machinery, medicines, cigarettes, etc. Against these 80 millions, the U.S. tourist spent about 13 million dollars in the N.A., a ratio of about 6:1. Uncle Sam fares pretty well here, don't you think? While your tourist dollar helps keep our economy healthy, it, at the same time encourages our purchases from the States.

So, let this knowledge set your patriotic mind at ease, and enjoy your Aruba Holiday to the fullest.

### NEXT MONTH'S HIGHLIGHT

The Antilleans are happily preparing for an official visit from their Crown Princess Beatrix of the Netherlands and her husband Prince Claus. From July 16th through July 29th the Royal Couple will tour all six islands of the Netherlands Antilles.

### WHAT'S GOING ON

ARUBA CARIBBEAN HOTEL-CASINO: Klompenclub presents singer Elaine Pittman.

Bali Bar: dancing to the music of Julio Torres and his orchestra.  
CORAL STRAND HOTEL: „Talk of the Town” restaurant featur-

ing French cuisine and singing waiters. Dance to a swinging Aruban combo.

### LOCAL CIVIC CLUB MEETINGS



KIWANIS: every Monday 7 p.m. dinner meeting at Coral Strand Hotel.



LIONS: every first and third Wednesday of the month 8:30 p.m. dinner meeting at Coral Strand Hotel.



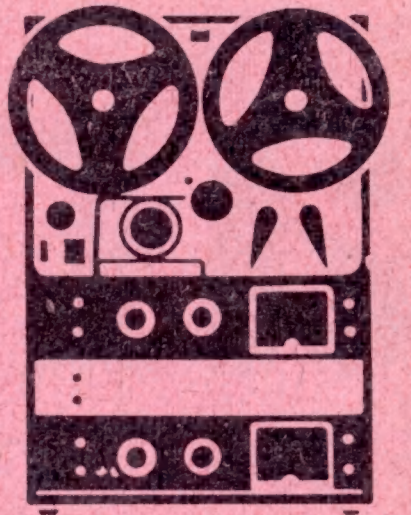
ROTARY: every Monday 6:45 p.m. dinner meeting at Trocadero.

Our distinctive World Wide Guarantee covering your photographic and electronic purchases assures you of free repair service by any one of our 422 service stations throughout the world. (181 in the U.S.A.)



**EL GLOBO**

Affiliated with Aruba Trading Co.



The "Scoop" on U.S. Customs Regulations

U.S. Customs Regulations need not frustrate the traveling shopper. Shopping in the Netherlands Antilles can result in many a worthwhile saving. Here are some of the facts about the new October 1, 1965 Customs Regulations and some tips which will make your shopping in the Netherlands Antilles pleasant and profitable.

The U.S. Customs Regulations allow that:

Each returning resident may take back with him, free of duty and tax, articles totaling \$ 100.—, providing the stay abroad has exceeded 48 hours and that the \$ 100.— exemption or any part of it has not been used within the preceding 30 days. (The \$ 100.— is based on the fair retail value of the items in the country obtained).

The advantages to be considered are:

1. There is **NO LIMIT** to the number of articles you can take back, as long as you pay duty on the amount in excess of the \$ 100.—. The duty on purchases in excess of \$ 100.— is levied on the **WHOLESALE PRICE** of the item **IN THE COUNTRY OBTAINED** (the customs officer generally subtracts 40% of your retail cost to arrive at the wholesale value). Now here is where you can effect your savings. For example: Let us say that a camera retailing in the U.S. for \$ 50.— is retailing in Aruba for \$ 30.—. U.S. Customs will levy a 15% duty on 60% of the \$ 30.— Aruba price. This is only a duty of \$ 2.70. Thus, the total cost of the camera to you, including the duty you will pay on arrival in the U.S. is only \$ 32.70! which is still considerably lower than the U.S. retail price of \$ 50.—.

2. **GIFTS . . .** In addition to the \$ 100.— exemption, each traveller can mail an **UNLIMITED NUMBER** of gifts valued up to \$ 10.— each, to friends and relatives back home, provided the addressee does not receive in a single day gift parcels exceeding the \$ 10.— limitation. **NO** declaration is required, and **NO** tax is levied. Gifts of liquor and tobacco are not permitted, but perfume, valued at less than one dollar, is permitted in this privilege.
3. **LOW DUTY** items are **GOOD BUYS** because even when including the duty they will cost you far less than you would pay back home. Such items as cameras, watches, jade, perfume, cultured pearls, phonograph records and shoes are good buys.
4. **FREE OF DUTY** are portable typewriters, foreign photographic film, original paintings, drawings and sculptures, foreign language books, antiques produced before 1830 . . . and of all things, caviar and truffles!
5. **WEAR AND TEAR** on items purchased during your trip and used during the trip, such as clothing, cameras, binoculars, watches, will be considered by the customs authorities. When declaring these items, mention that they have been used on the trip and the customs officer will make an appropriate reduction for wear and/or use on the value of the item and on the subsequent duty.
6. An **UNLIMITED AMOUNT** of cigarettes can be brought in duty-free (within your \$ 100.— exemption) for personal use (New Yorkers, please note!). Cigars, however, are limited to 100.
7. **DUTY-FREE LIQUOR** may total one quart per person over 21. Substantial savings can be realized when taking back more than one quart because even with the duty it comes out cheaper than at the corner liquor store in the U.S. This is especially so on higher priced brand items, and on brandy and wine. E.g. a bottle of liqueur retailing in the U.S. for \$ 9.26 is sold in bond in Aruba at \$ 2.75. The duties levied are \$ 2.35, thus the total cost of this bottle to you, including the U.S. duty, is only \$ 5.10, and your savings amount to \$ 4.16! Imagine the savings on five such bottles amounting to \$ 20.80!!!!
8. Remember that you are not allowed to bring back merchandise originating in Communist China, North Korea, North Vietnam and Cuba.
9. **SAVE MONEY** by using your \$ 100.— exemption for the high duty items. Pay duty on the low duty items.
10. Go through U.S. Customs **SMOOTHLY** by filling out your declaration carefully, keeping your dutiable items together and your sales slips handy.

**Map of Shopping Center**

ORANJESTAD

NASSAUSTRAT

TO MESKER AND HONG KONG

"BALI"

ALL AMERICA CABLES . . . . .	12	PALAIS ORIENTAL . . . . .	8
ARUBA SHOE BAZAAR . . . . .	11	PEASANT SHOP . . . . .	3
ARUBA TRADING COMPANY . . . . .	4	PHOTO EL GLOBO . . . . .	4
BERLINSKI . . . . .	2	STUYVESANT ART SHOP . . . . .	13
BOTICA DEL PUEBLO . . . . .	5	SPRITZER & FUHRMANN . . . . .	7
EVA BOUTIQUE . . . . .	6		
FANNY'S . . . . .	1		
KAN. INC. . . . .	10	A ARUBA TOURIST BUREAU	
LA PARISIENNE . . . . .	9	DEPARTMENT OF ECONOMIC	
		DEVELOPMENT (upstairs)	
		B POLICE HEADQUARTERS	

**TELEPHONE NUMBERS OF TAXI STANDS:**

Airport . . . . . 1599  
 Aruba Caribbean 2250  
 Oranjestad . . . . . 1604  
 San Nicolas . . . . . 5160

The Master Watchmaker of Geneva

**PATEK PHILIPPE**

**OMEGA**

**TISSOT**

exclusive with *The Jewelers of the Caribbean*

**SPRITZER + FUHRMANN**

ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN - NEW YORK

**PIAGET**

Ultra-thin automatic watches with the famous movement of only 2,3 mm of thickness.

# wining dining & dancing

**ARUBA CARIBBEAN HOTEL-CASINO** (Tel. 2200): Haute cuisine in the elegant KLOMPEN CLUB... prime ribs of beef, lobster divi divi, steaks New York cut, and other delicacies from the charcoal grill, plus a superb wine list. Showtime features Broadway, 'Vegas and Hollywood favorites, and dance music by the hotel's own orchestra. DIVI DIVI COFFEE SHOP... really great coffee, delicious pastries, American icecream, pastrami, turkey, hotdogs and hamburgers! BALI BAR... best drinks in town from Alexanders to Zombies, and a great little combo for dancing. CASINO... open from 7:00 p.m. to 3:00 a.m., slot machines all day.

**BALI:** (Tel. 2131). Exciting culinary treat in store in an Indonesian setting at the floating restaurant "Bali". Rijsttafel, nassi goreng, bami goreng, and whopping good steaks... served in the houseboat or on the pier. Check the bar for a pleasant libation at cocktail time, before and after dinner. Open daily from 10 a.m. to 2 p.m.; 4 p.m. to midnight. Your genial hosts: Bill Strijland and Karel Schmand. The Caribbean Tourist Association has voted the "Bali" one of the best restaurants in the Caribbean.

**BASI RUTI:** (Tel. 2222). First hotel built on Aruba's marvelous beach. Modern, airconditioned, informal and charming. Dining room

and terrace dining area: Italian pizza, lasagne, canelloni, veal scaloppine... also continental cuisine and barbecues. Indoor and outdoor bars. Ideal spot for swimming, water sports, fishing. Convenient accommodations for families with children. Locker facilities available for cruise ship passengers.

**DE OLDE MOLEN:** (Tel. 2060). Dine in an authentic old Dutch windmill, originally built in Holland in 1815. Homey old Dutch interior houses cosy bar and airconditioned restaurant, with unusual nightclub under the beams. Specialties of The Old Mill: venison, wild boar, lamb, snipes, pheasant, duck, seafood, and last but not least, steaks! A stone's throw from the Aruba Caribbean Hotel-Casino. Open: 11 a.m. to 2 p.m.; 5 p.m. to 11 p.m.; and the nightclub till 3 a.m.

**HONG KONG:** (Tel. 2966). A short stroll from the shopping center, located at 19 Adriaan Laclé Boulevard. Airconditioned bar-restaurant specializing in shark fin soup, delicious Chinese style chicken and lobster dishes, famous sweet and sour specials. Quick sandwiches, steaks any style. The bartender has 15 years' experience and can shake up a great cocktail in the wink of an eye! Good place for a "shopping break".

**YARDLEY**  
FOR MEN

**ARUBA TRADING COMPANY**  
French Perfumes - Gift Items  
Liquors and Cigarettes in bond  
Cashmere Sweaters, Swiss Sportshirts  
*In the heart of the shopping center: Nassaustraet*

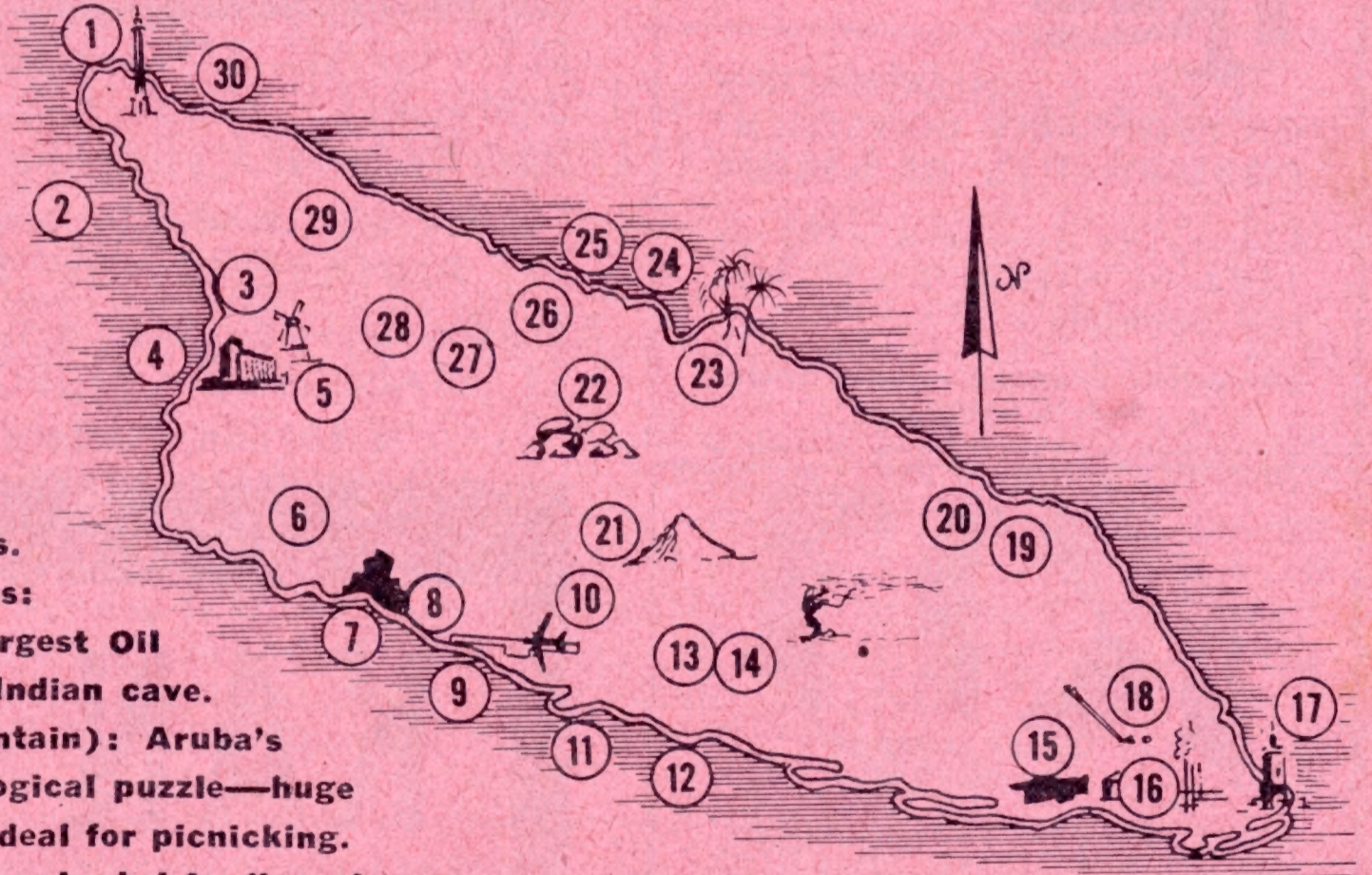


## A sunny Bonbiní to our visitors!

When you hear or read the expression "Bonbiní" in Aruba, it is simply the papiamento translation for the word welcome, but... it also entails a sincere expression of desire for you to have an enjoyable stay and for you to return soon again and again.

*Michael S. Kuiperi*  
Michael S. Kuiperi,  
Director of Tourism.

1. California Lighthouse. 2. Wreck of German ship. 3. Basi Ruti Hotel.
4. Aruba Caribbean Hotel-Casino. 5. De Olde Molen.
6. Nutriculture Farm: vegetables grown scientifically in water and chemicals.
7. Oranjestad: Aruba's capital, Paarden Baai (Horses' Bay) where the ships dock, Waterfront schooner market, Queen Wilhelmina Park. 8. Hotel Strand.
9. Princess Beatrix Airport. 10. Canashito: wild parakeet sanctuary
11. Barcadera Chemical Plant. 12. One of the world's largest sea water distillation plants.
13. Frenchman's Pass. 14. Balashi: ruins of old gold mill and mine. 15. San Nicolas: second town of the island. 16. Lago Oil and Transport Company: one of the world's largest Oil Refineries. 17. Colorado Point Light. 18. Aruba Golf Club. 19. Quadirikiri: Indian cave.
20. Fontein: ancient Indian symbols on walls of cave. 21. The Hooiberg (Haystack Mountain): Aruba's landmark. Concrete stairway to summit 541 feet above sea level. 22. Ayó: geological puzzle—huge massive boulders piled one on top of the other. 23. Andi Couri: lovely secluded cove, ideal for picnicking.
24. Natural Bridge: carved out of solid coral rock by the crashing sea. 25. Boca Mahos: sharks' feeding place.
26. "Pirates' Castle" at Bushiribana. 27. Crystal Mountain: you may find a glittering piece of crystal! 28. St. Anna Church at Noord: magnificent hand-carved alter.
29. Chapel at Alto Vista: originally built by Spanish Missionaries in 1750. 30. Sand Dunes at California Point.



**ALM**  
DUTCH ANTILLEAN AIRLINES

## ENJOY THE CARIBBEAN

Fast connections from ARUBA to:

- Barranquilla - Bonaire - Caracas - Curaçao - Georgetown - Guayaquil - Kingston - Lima - Maracaibo - Miami - New York - Panama - Paramaribo - Port of Spain - St. Kitts - St. Maarten

**KLM**  
ROYAL DUTCH AIRLINES

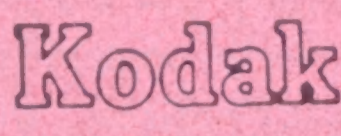
**All America Cables  
and Radio, Inc.**  
On Aruba's Mainstreet  
TEL: 1458 & 2126  
**World  
Communications  
Via TTT**

# TALK OF THE TOWN

Join the jet set at the Coral Strand Hotel in our modern informal setting. Gourmandize on lobster dishes, fresh red snapper from surrounding waters, prime filet mignon, beef fondue, and French and Aruban dishes. Singing waiters add to the gaiety and for your dancing pleasure there's a swinging Aruban combo. Open 6 a.m. till midnight. **Airconditioned.**

aruba's finest restaurant

Caribbean  
cruises are twice the  
fun on the "Santas"  
13-day cruises from  
New York every Friday  
See your travel agent.  
**GRACE LINE**



ARUBA - BONAIRE - CURACAO  
GENERAL DISTRIBUTORS  
**EL LOUVRE S.A.**

## SHOPPER'S TOUR Cont'd

PARISIENNE, specializing in a large selection of perfumes, Swiss watches, European leathergoods and Kislav gloves.

One block further, on the left hand corner is the home of KAN, INC., famous jewelers established in Holland in 1918. They carry Rolex, Longines, International Watch Co. Schaffhausen, Juvenia and Zodiac watches. Kodak, Yashica, Fujica, Konica, and Topcon cameras and binoculars. Precious and semi-precious stones, Mikimoto cultured pearls and many other lovely gift items for someone special back home. In their optical department... sunglasses, French and Italian frames. There's a KAN shop at the airport too, and in Bonaire and Curaçao as well, with the same fine line of quality merchandise. Their address for service in the U.S. is 55 West 42nd Street, New York. They honor Diners' Club and American Express cards.

A visit to the STUYVESANT ART SHOP, (two short blocks further up and across the street) will prove well worth your while. Here is a permanent exhibition of Dutch oils and local art, as well as other objects. They are all for sale, and remember there's no duty on original paintings!

If you're interested in home decorating then keep on walking up Nassastraat until you spot the Esso station. Turn to your right, and around the corner you will find MESKER'S showroom. Their collection includes Danish furniture, Scandinavian carpets, Italian lamps, Swedish, Finnish and British fabrics. MESKER'S consultants are experts. They will gladly help you plan, decorate and furnish an office, home, or hotel, whether in Aruba or in the States. You will be happy to know that MESKER will deliver direct from the European factory right to your address. Stop by and explore the savings to be had.

Out of town, in the lower lobby of the Aruba Caribbean Hotel-Casino the ARUBA CARIBBEAN GIFT SHOP offers you a wide and appealing selection of gift items in Delft Blue, European toys such as Steiff stuffed animals, and Schuco mechanical toys, and many more. Same prices as in Oranjestad stores. Happy shopping!

WORLD WIDE  
**HERTZ**  
RENT A CAR

Let HERTZ put you in the driver's seat!  
Rates from \$8 - \$15  
Unlimited mileage  
Free deliveries to airport, docks  
and hotels  
P. O. BOX 358 TEL: 2714  
CABLE: HERTZCARS ARUBA  
Oranjestad, Aruba, Neth. Ant.

Fine Handbags - Hosiery - Gloves -  
French Cosmetics.



EXCLUSIVE FEMININE FOOTWEAR  
FROM SPAIN, ITALY, FRANCE.  
! SEE OUR NEW DRESS  
COLLECTION TOO! !  
NASSAUSTRAT 37

*Salais Oriental*

- ⊗ PERFUMES
- ⊗ JEWELRY
- ⊗ WATCHES
- ⊗ CLOTHING
- ⊗ CARVINGS

American Express and Diners' Club Cards honored  
Airconditioned  
**NASSAUSTRAT 40**

**PEASANT SHOP**



Finest handicraft from  
52 Countries

MADEIRA TABLE LINEN, CASHMERE SWEATERS,  
BEADED CARDIGANS, BRUYERE PIPES  
FOLK ART SOUVENIRS  
13 NASSAUSTRAT - AIRCONDITIONED

Ballantyne cashmere sweaters  
Gold and silver charms  
French beaded bags  
Swiss watches  
Kid gloves  
Tudor crystal  
French perfumes  
Souvenirs and gift items

**FANNY'S**  
7 Nassastraat

**FREE**  
INFORMATION  
ON PROFITABLE INVESTMENT  
POSSIBILITIES IN ARUBA

Call these numbers: 1181 or  
1482, or visit us for folders  
and booklets.

DEPARTMENT OF ECONOMIC DEVELOPMENT  
2a A. M. Schüttestraat

## RELIGIOUS SERVICES


BETH ISRAEL SYNAGOGUE: Oranjestad; Friday evening service at 8:00 p.m.

PROTESTANT CHURCH: Wilhelminaplein (new church);  
Sunday service at 9:00 a.m.


ST. ANNA CHURCH: Noord (near Palm Beach area) Catholic;  
Sunday services: 5:30 a.m., 8:30 a.m. and 6:00 p.m.

ST. FRANCISCO CHURCH: Oranjestad; Catholic. Sunday services:  
6 a.m., 7:15 a.m. (children's mass), 8:30 a.m., 5 and 7 p.m.

N.Y. price \$6.28  
ARUBA in  
bond price \$ 1.50



**Tanqueray**  
ENGLISH GIN




R. J. DOVALE/ADVERTISING  
INCORPORATED  
HAVENSTRAAT 32 — TEL. 3227  
ARUBA — CURAÇAO — SURINAM

**KAN** *Jewelers*  
since 1918



**HOLLAND + ARUBA + BONAIRE + CURACAO**

**REALTORS**



**HOUSES  
LAND DEVELOPMENT  
INVESTMENT FACTS**

CALL: 2800  
N.V. ARCU - 4 ANASASTR.

**FOR A DELIGHTFUL  
STAY IN ARUBA** .....

water sports, swimming, and sunning on Aruba's  
famous beach, with a tall, cool drink at hand...  
at night, top entertainment while dining in the  
Klompens Club, and, the excitement of the casino...!

*hotel*  
**aruba** CASINO  
CARIBBEAN

